

## **Drexel Heritage locates headquarters in High Point Company is major domestic furniture manufacturer**

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HIGH POINT, NC -- The Furniture Capital of the World soon will become the headquarters for a major furnishings company.

Drexel Heritage Furniture Industries Inc., a subsidiary of Furniture Brands International, will shift its corporate office from Burke County to its facility on Eastchester Drive in High Point.

The transition should take 60 days to complete, said Jeff Young, president and chief executive officer of Drexel.

Drexel's product design, dedicated store development, sales and marketing, brand development, sales training, engineering and advertising departments will operate out of the Drexel Heritage showroom building at 1925 Eastchester Drive.

The relocation of the corporate office will involve 25 to 30 employees, Young said Friday.

As part of the renovation, the showroom building is being redesigned to house offices and to include a prototypical, 12,000-square-foot dedicated Home Inspirations store. The store prototype will serve as a working model to show retailers the design features associated with the dedicated store program, Drexel reports.

The prototypical store will be used for sales training and other purposes. The store model will be open year round for use with Drexel Heritage retailers, the company reports.

"We feel like the center of furniture activity is in High Point, and for us to carry out the functions that will be going on in this business, it's a lot easier to do that from a High Point-based office," Young said.

Drexel's corporate move provides a boost to the city, said Loren Hill, president of the High Point Economic Development Corp.

"The company has had ties to High Point since 1932," Hill said. "Adding its corporate headquarters to the Drexel Heritage facilities already in High Point -- its plant on Ward Avenue and its showroom on Eastchester Drive -- will be good for our city and, I am sure, beneficial for the company."

In 1956, Drexel acquired the Heritage Furniture Co., a manufacturer in High Point founded in 1932 by Elliott Wood. The two companies were operated as separate divisions until 1974, when Drexel Enterprises became Drexel Heritage Furnishings Inc.

While the corporate office will move, several Drexel Heritage operations will continue to be based in western North Carolina, the company reports.